

Health Insurance Marketplace

This document includes talking points and social media language and graphics for the Veteran's Week of Action taking place November 7 – 13

Veterans Theme Week of Action Resources

Key Messages:

- As we celebrate Veterans this week for all of their sacrifices to protect and serve this country, we want to make sure Veterans, their family members, spouses and survivors know of the health coverage options available through the Health Insurance Marketplace (HealthCare.Gov).
- In many cases, family members and survivors of Veterans cannot enroll in VA health care programs. Family members who are not enrolled in programs such as CHAMPVA or Spina Bifida, can use the Marketplace to get health coverage.
- If you're a veteran enrolled in a VA health care program and have dependents who aren't eligible for a VA health care program, know that they can get coverage through the Health Insurance Marketplace (HealthCare.Gov).
- As a result of the American Rescue Plan, Veteran families and caregivers have access to health coverage that is more affordable and accessible than ever before.
- During the Special Enrollment Period earlier this year, HHS, White House's Joining Forces team, and Veterans Affairs are teaming up to encourage Veterans, their family members, spouses and survivors to sign up for Marketplace health care coverage on HealthCare.gov. Check out the tips and information here: <https://youtu.be/ID7d-n0HXsk?t=574>

5 things Consumers Need to Know about the Marketplace Open Enrollment:

1. **Key Dates!** The Marketplace Open Enrollment Period at HealthCare.gov started on November 1, 2021, and runs until January 15, 2022. Consumers who enroll by December 15 can get coverage that starts January 1.
2. **More Affordable!** This year, a new law (American Rescue Plan (ARP)) provides greatly improved financial assistance, which can significantly lower people's premiums.
 - 4 out of 5 people will be able to find plans for \$10/month or less after newly expanded financial assistance.
 - With the new law, millions more people qualify for tax incentives that lower their premiums.
3. **Quality Plans!** These are quality, comprehensive health plans that offer doctor visits, emergency care, preventive care, hospital care, and prescription drugs.

4. **More Help is Available!** There is more help available this year. Consumers can access assisters and Champions for Coverage in nearly every state and county on the Marketplace. To find local help go to <https://localhelp.healthcare.gov>.
5. **It is easier to sign up for coverage this year.** All consumers shopping for health insurance coverage on HealthCare.gov — even those who currently have coverage through the Marketplace — should enroll or re-enroll by logging in to HealthCare.gov and CuidadodeSalud.gov or call 1-800-318-2596 (TTY is 855-889-4325) to fill out an application. Help is available 24 hours a day/7 days a week.

Social Media Toolkit and Graphics:

- November Theme Weeks - graphics ([ZIP](#))
- Social media graphics
 - [English](#) | [Spanish](#)
- Marketplace Open Enrollment Social Media Toolkit
 - [English](#) | [Spanish](#)

Veteran's Day		
POST DATES	POST COPY	GRAPHICS
Nov 11 th	Thank you to the brave military veterans for your service. If your family is ineligible for VA or TRICARE coverage, they may qualify for a quality, affordable HealthCare.gov plan. #GetCovered: https://healthcare.gov/get-coverage #VeteransDay	 